

Commercial Growth Systems

*Building Investable, Repeatable Revenue Engines for
Fintech, AI & Regulated Technology Firms*

◆ Diagnostics

◆ Validation

◆ Revenue
Architecture

◆ Commercial
Resilience

Antony Bream

Managing Partner, Ribbit Consulting

antony@ribbitconsulting.co.uk

May 2026 · CONFIDENTIAL

1. THE MARKET PROBLEM

Many founder-led and scaling technology businesses are struggling to transition from vision-led growth into repeatable commercial execution. Clients expect faster outcomes and are harder to engage with.

- › **Founder-led sales dependency** limiting scalability
- › **Weak pipeline predictability** and inconsistent revenue growth
- › Difficulty converting **enterprise conversations into measurable outcomes**
- › Lack of **market validation** and design partners
- › Scaling faster than **operational maturity** and governance
- › **Fragmented GTM execution** across sales, partnerships and customer engagement
- › **Investor concerns** around repeatability, commercial discipline and scalability

2. THE RIBBIT APPROACH

Ribbit Consulting combines commercial strategy, ecosystem orchestration, revenue architecture and operational growth discipline to help businesses build scalable and investable commercial foundations.

- › **PRINCE™** – Commercial buying and qualification framework
- › **PPVCC** – Opportunity qualification and revenue health methodology
- › **UK Pathfinder** – Growth maturity and scale readiness framework
- › **Revenue Realism** – Outcome-focused GTM execution principles
- › **Symbiotic Selling** – Modern buyer-aligned commercial engagement model

3. OUTCOME-BASED GROWTH ENGAGEMENTS

Engagement	Ideal For	Duration	Pricing	Primary Outcomes
Revenue Reality Diagnostic™	Founders, fintechs & scale-ups	1–2 weeks	£4k–£8k	Pipeline clarity, GTM gap analysis & execution roadmap
Design Partner Accelerator™	Pre-revenue & early-stage firms	30–60 days	£5k–£15k + commission fee share	LOIs, design partners & investor-ready traction
Revenue Engine Build™	Founder-led sales organisations	90 days	£15k–£40k	Repeatable GTM execution & commercial operating structure
Commercial Resilience Advisory™	Scaling regulated technology businesses	Monthly	£2k–£10k/mo	Commercial governance, strategic oversight & growth discipline
Symbiotic Selling Masterclass™	Leadership teams & accelerators	1 day–6 weeks	£2k–£20k	Modern B2B growth & buyer-aligned revenue execution
UK Pathfinder Growth Diagnostic™	Early-stage & scaling firms	1–3 weeks	£3k–£10k	Scale readiness assessment & investor maturity baseline

4. BUSINESS PROBLEMS WE SOLVE

- › **Founder-led sales bottlenecks**
- › **Weak commercial repeatability**
- › **Low enterprise conversion rates**
- › **Lack of design partners** and market proof
- › **Poor GTM alignment** and execution
- › **Scaling without governance** or operational discipline
- › **Investor readiness** and commercial maturity gaps
- › **AI-era repositioning** and differentiation challenges

5. TYPICAL CLIENT OUTCOMES

- › **Improved pipeline quality** and forecasting accuracy
- › **Validated market demand** and design partner traction
- › Clearer **investor narratives** and growth roadmaps
- › **Reduced GTM friction** and commercial inefficiency
- › **Stronger enterprise sales alignment**
- › More **scalable and repeatable** revenue processes
- › **Stronger positioning** within fintech, AI and regulated markets

6. WHO WE WORK WITH

- | | |
|---------------------------------------|---|
| ◆ Fintech | ◆ RegTech |
| ◆ AI & Agentic AI | ◆ Enterprise SaaS |
| ◆ Operational Resilience Platforms | ◆ Risk & Compliance Technology |
| ◆ Payments & Financial Infrastructure | ◆ Scaling Founder-Led Technology Businesses |

7. STRATEGIC ADVISORY & ECOSYSTEM SUPPORT

Beyond structured growth engagements, Ribbit Consulting provides selective strategic advisory, ecosystem development and board-level commercial support for scaling businesses.

- › **Fractional GTM** and revenue advisory
- › **Strategic partnership** development
- › **Investor and ecosystem** introductions
- › **Commercial governance** and scaling support
- › **Board and founder advisory**
- › **Market positioning** and category creation
- › **AI-era GTM transformation** and reposition